MANAGING BEHAVIORAL STYLes

THINKER
Their Preferences
- Facts & data
- Reassurance
- Assessment of risk
- Carefully chosen words
- Time & information to examine & evaluate

My Approach
- Clear description of processes
- Clear procedures & guidelines
- Exact figures
- Logical, detailed presentation

DIRECTOR
Their Preferences
- Brevity
- Command of the subject
- Logical organization
- Describe benefits early
- Provide options
- Innovation

My Approach
- Businesslike manner
- Efficient use of time
- Competence
- Self-confidence
- Focus on results
- Logic

RELATER
Their Preferences
- Sincerity
- Low-key delivery
- Logic, facts & structure
- Guarantees & assurances

My Approach
- Assurance of support
- Emphasis on benefits to others
- Absence of controversy
- Appeal to security & stability

SOCIALIZER
Their Preferences
- Enthusiasm
- Creativity
- High energy tone
- Rewards & benefits

My Approach
- Big picture
- References to other's reaction
- Visual approach

PERSISTENCE

92% of sales people give up after four "Nos"

60% of prospects say "no" four times before saying "yes"

Get to the top
Relentless activity
Ask big
Be fearless

someday is today